

# Oneida Board of Education

Monitoring:  <b>Review: Annually, in May</b>	Descriptor Term:  <h2 style="margin: 0;">Student Surveys</h2>	Descriptor Code: <b>6.4001</b>	Issued Date:  
		Rescinds: <b>6.4001</b>	Issued: <b>04/03/03</b>

1 Surveys for research purposes shall be allowed by the Board when the project is viewed as  
 2 contributory to greater understanding of the teaching-learning process, the project does not violate the  
 3 goals of the Board and the disruption of the regular school program is minimal. The director of  
 4 schools shall develop administrative procedures for approving requests for conducting surveys by  
 5 agencies, organizations or individuals. The requests shall outline what is to be done, who is to be  
 6 involved and how the results will be used and distributed.<sup>1</sup>

7 Parents shall have the right to inspect all instructional material that will be used for a survey, analysis  
 8 or evaluation as part of a federal program. No student may, without parental consent, take part in a  
 9 survey, analysis, or evaluation that reveals information covering: <sup>2</sup>

- 10 1. Political affiliations;
- 11 2. Potentially embarrassing psychological problems;
- 12 3. Sex behavior or attitudes;
- 13 4. Anti-social and demeaning behavior;
- 14 5. Critical appraisals of family members;
- 15 6. Legally privileged relationships; and
- 16 7. Income.

17 **COLLECTING, DISCLOSING OR USING INFORMATION FOR MARKETING<sup>3</sup>**

In general, the district will not collect, disclose or use personal student information for the purpose of marketing or selling that information or otherwise providing that information to others for that purpose

If any collected information is to be marketed or sold, parents will be directly notified at least annually at the beginning of the school year of the specific or approximate dates when such information will be collected. Parents, upon request, may inspect any instrument used to collect personal information for the purpose of marketing or selling that information before the instrument is administered or distributed to the students. All parents and students of appropriate age may decline to provide the information requested. This portion of the policy does not apply to the collection, disclosure or use of personal information collected from students for the exclusive purpose of developing, evaluating or providing educational products or services for or to students or educational institutions to the extent allowed by law, such as the following: 4

- College or other postsecondary education recruitment or military recruitment.
- Book clubs, magazines and programs providing access to low-cost literary products.
- Tests and assessments used by elementary schools and secondary schools to provide cognitive, evaluative, diagnostic, clinical, aptitude or achievement information about students (or to generate other statistically useful data for the purpose of securing such tests and assessments) and the subsequent analysis and public release of the aggregate data from such tests and assessments.
- The sale by students of products or services to raise funds for school-related or education-related activities.
- Student recognition programs.

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Legal References

1. TCA 49-2-211
2. 20 USCA § 1232h

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Cross References

Testing Programs 4.700